“EVEN IF YOU’RE ON THE RIGHT TRACK, YOU’LL GET RUN OVER IF YOU JUST SIT THERE.”
Usage Questions & Inquiries
Please contact the Will Rogers Motion Picture Pioneers Foundation Marketing Department:

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The Will Rogers Motion Picture Pioneers Foundation identity embodies what we do and expresses what we stand for. A well managed brand identity will help to elevate the Will Rogers Motion Picture Pioneers Foundation message. These guidelines are used to ensure a consistent look and feel throughout all mediums. By following this brand identity system, you protect the equity of the Will Rogers Motion Picture Pioneers Foundation brand.
Logos and Marks

Primary Horizontal Logomark: Two-Color

The full color version of the Will Rogers Motion Picture Pioneers Foundation logomark is the primary logomark of the identity system.

It is strongly recommended that the primary version of the logomark be used whenever possible.

Horizontal Two-Color:
(WRMPPF_Logo-Horizontal_CMYK_TwoColor.eps)
PMS Black
PMS 129 U

Primary Horizontal Logomark: One-Color

When constraints prevent the use of the primary two-color logomark, one-color versions are used as alternatives.

The one-color logomarks are especially useful on materials such as glass, metal and fabric.

One-Color or Reversed:
(WRMPPF_Logo-Horizontal_Black.eps)
(WRMPPF_Logo-Horizontal_Reverse.eps)
PMS Black
Secondary Vertical Logomark: Two-Color

If the primary horizontal version of the logo cannot be used, the secondary vertical format is the alternative.

It is strongly recommended that the primary version of the logomark be used whenever possible.

Secondary Vertical Logomark: One-Color

When constraints prevent the use of the secondary two-color logomark, one-color versions are also available.

The one-color logomarks are especially useful on materials such as glass, metal and fabric.
Logos and Marks

Primary Logomark: Background Control

When placing the logo on a background, careful consideration should be used to select the logo that fits best. Colors and graphics can easily overpower the logomark.

Correct Usage:

Incorrect Usage:

The following are unacceptable ways of reproducing the Primary Logomark (i.e. stretching/skewing or removing pieces).

Primary Logomark: Unacceptable Usage

The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.
Logos and Marks

Logo and Marks: Minimum Size

Sizing is an important consideration for the Will Rogers Motion Picture Pioneer Foundation marks. The logo of an entity should never appear smaller than one-inch wide, and the camera cowboy should be larger than .40 inches wide.
Alternative Mark (Camera Cowboy): One-Color

The Camera Cowboy mark may be used when the brand is already in context. The Will Rogers Motion Picture Pioneers Foundation name should be present when using this mark.

The following are unacceptable ways of reproducing the Secondary Mark. (i.e. sketching/skewing, unapproved colors or rotating)

Alternative Mark: Unacceptable Usage

The correct usage of the logomark is essential in keeping a consistent brand. The examples on this page illustrate unacceptable uses of the Will Rogers Motion Picture Pioneers Foundation logomark.
Will Rogers Pioneers Assistance Fund
A program of the Will Rogers Motion Picture Pioneers Foundation

Logos and Marks

The two-color version of the Will Rogers Pioneers Assistance logomark is the primary logomark, and should be used whenever possible.

The one-color or reverse mark may be used if full color is not an option. The alternative mark may be used when the Will Rogers brand is already in context.

Primary Two-Color:
(WRMPPF_PAF_Logo_CMYK_TwoColor.eps)
PMS Black
PMS 129 U

Secondary Two-Color:
(WRMPPF_PAF_Alt-Logo_TwoColor.eps)

One-Color or Reversed:
(WRMPPF_PAF_Logo_Black.eps)
(WRMPPF_PAF_Logo_Reverse.eps)

One-Color or Reversed:
(WRI_Logo-Vertical_Black.eps)
(WRI_Logo-Vertical_Reverse.eps)

Color Palette

In order to build a recognizable brand, the same colors should be used consistently in similar applications.

An approved palette of primary and secondary colors can be used to add visual interest to all materials.

Primary:
PMS 129 U (130 C)
C0 M36 Y85 K0
R250 G172 B72
#FAAC48

PANTONE 129 U
Will Rogers Institute
A program of the Will Rogers Motion Picture Pioneers Foundation

Logos and Marks

The two-color, horizontal version of the Will Rogers Institute logomark is the primary logomark, and should be used whenever possible.

When size or orientation presents a challenge, a vertical version of the primary logomark may be used.

Primary Horizontal Two-Color:
(WRI_Logo-Horizontal_CMYK_TwoColor.eps)
PMS Black
PMS 285 U

Secondary Vertical Two-Color:
(WRI_Logo-Vertical_CMYK_TwoColor.eps)
One-Color or Reversed:
(WRI_Logo-Vertical_Black.eps)
(WRI_Logo-Vertical_Reverse.eps)

Color Palette

In order to build a recognizable brand, the same colors should be used consistently in similar applications.

An approved palette of primary and secondary colors can be used to add visual interest to all materials.

Primary:
PMS 285 U (2718 C)
C70 M30 Y0 K0
R73 G130 B207
#4982CF

Secondary:
PMS 288 U (288 C)
C86 M71 Y22 K6
R61 G87 B134
#3D5786
Brave Beginnings
A program of the Will Rogers Motion Picture Pioneers Foundation

Logos and Marks

The two-color, horizontal version of the Will Rogers Institute logomark is the primary logomark, and should be used whenever possible.

Primary Horizontal Two-Color:
(BraveBeginnings_Logo_2Color_5_28_15.eps)
PMS Cool Gray 9 U
PMS 7709 U

One-Color or Reversed:
(BraveBeginnings_Logo_Greyscale_5_28_15.eps)

Secondary Vertical Two-Color:
(BraveBeginnings_SecondaryLogo_2Color_5_28_15.eps)

One-Color or Reversed:
(BraveBeginnings_SecondaryLogo_Greyscale_5_28_15.eps)

Color Palette

In order to build a recognizable brand, the same colors should be used consistently in similar applications.

An approved palette of primary and secondary colors can be used to add visual interest to all materials.

Primary:
PMS 7709 U
CS8 M14 Y23 K0
RI06 G177 B189
#6BB1BC

PMS 288 U
C48 M40 Y38 K4
RI38 G138 B141
#8B8C8E

Secondary:
PMS 2075 U
CS2 M57 Y0 K0
RI35 G118 B181
#8576B6

PANTONE 7709 U
COOL GREY 9 U
PANTONE 2075
**Brave Beginnings**  
A program of the Will Rogers Motion Picture Pioneers Foundation

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**Unacceptable Usages & Requirements**

The correct usage of the logomark is essential in keeping a consistent brand.

The examples on this page illustrate unacceptable uses of the Brave Beginnings logomark.

Be sure to keep adequate space around the logo when used, and be mindful of the minimum size requirements for legibility.

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**Typography**

**DIN Pro Light**

Aa

ABCDEFGLJKMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()!,?&* 1234567890

**Proxima Nova**

Aa

ABCDEFGLJKMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
()!,?&* 1234567890

**DIN Pro Light**

**Proxima Nova**

Brave Beginnings has two primary fonts, depending on usage. DIN is a steady typeface that works well for body copy or headlines. Proxima Nova brings softer edges to its letter forms, and pairs well with DIN in stacked headlines and body copy. A mix of both fonts in web and print is appropriate for this brand.
Brand Colors

Color Palette:

Our colors are what give us personality. In order to build a recognizable brand, the same colors should be used consistently across the board in similar applications. An approved palette of primary and secondary colors can be used to add visual interest to all materials.

Primary:
PMS 129 U (130 C)
C0 M36 Y85 K0
R250 G172 B72
#FAAC48

Secondary:
PMS 288 U (288 C)
C86 M71 Y22 K6
R61 G87 B134
#3D5786

Primary:
PMS 172 U (172 C)
C0 M74 Y71 K0
R255 G102 B79
#FF664F

Secondary:
PMS 7710 U (7710 C)
C71 M14 Y26 K0
R63 G169 B183
#3FA9B7
Brand Color

Color Palette: Tints

Color tints are especially useful when needing to show change or variation. Tints are taken directly from the primary and secondary colors.
DIN Pro

ABCDEFHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ().,?!$&* 1234567890

DIN Pro Light
DIN Pro Regular
DIN Pro Medium
DIN Pro Bold
DIN Pro Black

DIN Pro Condensed Light
DIN Pro Condensed Regular
DIN Pro Condensed Medium
DIN Pro Condensed Bold
DIN Pro Condensed Black

Typography

Primary: DIN Pro

DIN is a modern typeface, and used as the primary font in the Motion Picture Pioneers Foundation, Pioneers Assistance Fund, and Will Rogers Institute logos. This font can be used for headline or body copy, and can pair with any of the secondary fonts in stylized headlines.
Adobe Caslon

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()?.!$&* 1234567890

Adobe Caslon Regular
Adobe Caslon Italic
Adobe Caslon Semibold

Adobe Caslon Semibold Italic
Adobe Caslon Bold
Adobe Caslon Bold Italic

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()?.!$&* 1234567890

Gotham Thin
Gotham Thin Italic
Gotham Extra Light
Gotham Extra Light Italic
Gotham Light
Gotham Light Italic
Gotham Book
Gotham Book Italic

Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic
Gotham Ultra
Gotham Ultra Italic

Typography

Print Secondary: Adobe Caslon & Gotham
Adobe Caslon is a regal and sophisticated typeface. The letterforms are distinct in shape and classic in form. For the secondary typeface, use Adobe Caslon as a complimentary to Gotham to stay on brand.
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()=?,!$&* 1234567890

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ()=?,!$&* 1234567890

Typography

Online: Arial and Palatino

When Gotham and Adobe Caslon aren't available, please substitute with Arial and Palatino.
Imagery

Photography

Photos of Will Rogers should be used to convey emotion and extend his legacy.
YOU’VE GOT TO GO OUT ON A LIMB SOMETIMES BECAUSE THAT’S WHERE THE FRUIT IS.